

SEED INDUSTRY ANALYSIS

TAILORED FOR YOUR NEEDS

Complex varieties, advanced genetics, animal nutrition progress, and even the future of some fuels start at the seed level. As the seed industry continuously seeks genetic progress, a forage laboratory partner that can help analyze and grow data for development in all of these sectors is necessary. Rock River Laboratory has spent over 45 years equipping the agriculture industry with the tools and answers needed to make decisions for successful outcomes. We can fill this need and differentiate varieties that may be the key to industry evolution with:

- On-staff industry expertise
- Unique forage and grain quality analyses
- Contract research abilities
- Streamlined sample submission
- Unparalleled customer service
- Savvy data management tools



**ROCK RIVER
LABORATORY, INC.**
AGRICULTURAL ANALYSIS

UNIQUE TESTS

Rock River Laboratory offers unique tests that can be added to the variety and quality selection processes. These greatly reduce the time necessary to identify those elite genetics that can pay off in on-farm performance, marketability, and quickly reaching the next generation.

TOTAL TRACT NEUTRAL DETERGENT FIBER DIGESTION (TTNDFD)

A fiber quality measurement, TTNDFD expands insight into ruminant fiber digestion to completely differentiate the genetic potential of forage varieties. TTNDFD captures a more complete picture of a forage's digestion over time. Incorporating 24, 30, 48 and 240h NDFD time points, TTNDFD showcases the differences among forages more completely than NDFD30 values - adding a more powerful dimension to the genetic selection process. This helps to separate the best from the better. TTNDFD is included in seed industry sample analysis - alongside traditional fiber metrics like NDFD30.

STARCH DIGESTION

Unlike traditional *in vitro* measures, we assess starch digestion within lactating cannulated cows using *in situ* rumen starch digestion analysis. This research-backed tool is proven to be more reliable than *in vitro* starch digestion, provides an accurate rumen starch digestion measure, and best reflects how cows will respond to starch in forages. To plot and see when and where starch digestion takes place, we also offer multi-time point starch digestion analyses at 0, 3, 7, 16, and 24 hours.

GRAIN QUALITY

Unlike our forage tests, this quality check provides key metrics on the seed. These include thousand kernel weight (TKW), kernel density, and gallons of ethanol per bushel. The near infrared (NIR) portion of the analysis also supplies moisture, protein, fat, ash, fiber, starch digestibility, and total starch metrics for a complete view of the seed.

CONTRACT RESEARCH

As a means to establish credibility behind your products, Rock River laboratory's experimental project design, custom analysis, data interpretation and identification of marketable attributes offer a vast array of opportunities for your company. Using a consultative, customized approach, we provide the research project guidance and data needed for product evaluation and overall industry progress. Combined with our experienced team and deeply rooted scientific methodology, we can supply advanced solutions to various research needs, including mini-silos for better understanding of how fermentation changes feed over time.

SEAMLESS SAMPLE LOGISTICS

Rock River Laboratory employs straightforward submission tools and seamless sample logistics to save you time and headaches. Harnessing technology and experience, programs are available to make sample submission simple, while increasing data integrity for more accurate analyses and turn-key results to meet your platform needs.

FEEDSCAN WEB

With the goal of reduced sample-submission hoops, our FeedScan Web interface makes preparation for plot sample analysis logical and convenient. After a brief training, you can easily organize your plot sample needs before the busy season and receive the supplies necessary to make sampling each plot quick and accurate with the help of a customized coding system. With do-it-yourself or full service logistic options, we can streamline sample submission to fit your needs.

CUSTOMIZED DATA HANDLING

As an independent laboratory, we realize the importance of data handling – both protecting it and formatting it for ease of use within the marketplace. Our experience in the seed industry ensures you receive analysis results in the format needed for your own processing and interpretations.

FeedScan Web further customizes your data - putting you in the driver's seat to set up templates that exactly match your internal plot specifics. Easy access to the tools that can make this happen is key to a successful season. This includes our publicly available Nutrition History app that allows users to explore regional database trends and compare forage quality year to year.



Learn more about Rock River Laboratory's capabilities within the seed industry or sign up to be part of the various programs offered:

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Rock River Laboratory, Inc.



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